

Excelovate

BLACK ARTS & INNOVATION EXPO

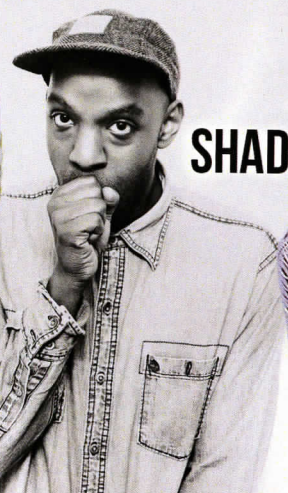
CELEBRATING EXCELLENCE IN STEAM
(SCIENCE, TECHNOLOGY, ENGINEERING, ARTS & MATHEMATICS)



**TAMAR HUGGINS
GRANT**



**DONISHA
PRENDERGAST**



SHAD



**YASMIN
WARSAME**



BLACK ARTS & INNOVATION EXPO

BLACKEXPO.CA



HELPING PEOPLE AND ENRICHING LIVES

excelovate.com

CONTENTS



Message from Prime Minister	2
Message from Premier	3
Message from Minister of Education.....	4
Message from Mayor.....	5
Message from Excelovate.....	7
Message from First Book Canada.....	8
#BAIE2017 Event Agenda	10
Featured Exhibitors	11
How to Make 2017 Your Best Year Yet	13
Featured Authors	15
Featured Artists	16
#BAIE2017 Canadian Heroes	17
Thanks to Our Sponsors & Career Fair Partners	19
#BAIE2017 Trailblazers.....	20
Where Is She Now? #BAIE2016 Lion's Lair Winner.....	21
Lion's Lair Competition.....	23
The Basics of Online Netiquette	24
Scholarship Overview	26
Eight Ways That Social Media Has Changed Our World.....	27
Panel Discussion: Technology, Entrepreneurialism & Youth Culture ...	29
Featured Innovators	30
Every Successful Person Has One of These	32
Featured Performers	33
Silent Auction	35
Thanks	37

MESSAGE FROM PRIME MINISTER



PRIME MINISTER • PREMIER MINISTRE

February 25, 2017

Dear Friends:

I am pleased to extend my warmest greetings to everyone taking part in the third annual Black Arts and Innovation Expo, hosted by First Book Canada and Excelovate.



This event, showcasing the achievements of Black Canadians in music, literature, visual arts, entrepreneurship and technology, is a wonderful way to celebrate Black History Month. Highlights of the day include the awarding of post-secondary scholarships, an interactive panel discussion and a career fair. I would like to commend First Book Canada and Excelovate for their commitment to inspiring excellence and helping young people reach their full potential.

Black History Month reminds us that our country’s greatest strength is its diversity. This month, I encourage all Canadians to participate in the events and activities that take place in their communities to honour the bravery and strength that Black Canadians have shown over the course of our history, and to learn more about the integral role they have played in making Canada the diverse, inclusive country we know and love.

Please accept my best wishes for a successful event.

Sincerely,

The Rt. Hon. Justin P.J. Trudeau, P.C., M.P.
Prime Minister of Canada



MESSAGE FROM PREMIER



Premier of Ontario - Première ministre de l'Ontario



February 25, 2017

A PERSONAL MESSAGE FROM THE PREMIER

On behalf of the Government of Ontario, I am delighted to extend warm wishes to everyone attending the Black Arts and Innovation Expo 2017.

Innovation and creativity are vital to strengthening our institutions and our economy. Artists and entrepreneurs, such as the remarkable individuals featured in this event, blaze the trail by confronting difficult issues, taking risks, and investing in new products and solutions.

I want to commend Excelovate Publishing for hosting this event and for its commitment to promoting excellence, innovation and entrepreneurship in the Black community.

Please accept my best wishes for a successful event.

Kathleen Wynne
Premier



MESSAGE FROM MINISTER OF EDUCATION



Ministry of Education
Minister
Mowat Block
Queen's Park
Toronto ON M7A 1L2

Ministère de l'Éducation
Ministre
Édifice Mowat
Queen's Park
Toronto ON M7A 1L2



February 14, 2017

To: Excelovate and First Book Canada's 3rd Annual Black Arts and Innovation Expo

I am delighted to offer warm greetings to everyone attending Excelovate and First Book Canada's 3rd Annual Black Arts and Innovation Expo on February 25th.

Black History Month is a great opportunity for us to honour the legacy of those trailblazers and activists who came before — those who shared strength and courage, often in the face of great adversity.

As the Minister of Education, I am proud that our education system makes the principles of equity and inclusive education a priority. Embracing these principles moves us beyond tolerance to acceptance, and helps us reach our goal of making Ontario more inclusive.

We are all the keepers of our history, and I want to thank Excelovate and First Book Canada for helping to ensure that these lessons are never lost.

Best wishes for a meaningful celebration.

Sincerely,

Mitzie Hunter, MBA
Minister



MESSAGE FROM MAYOR



Message from the Mayor

It is my pleasure to extend greetings and a warm welcome to everyone attending the 2017 Black Arts & Innovation Expo hosted by First Book Canada and Excelovate (Publishing).

First Book Canada is recognized leader in social enterprise and provides access to new books to children in need. It has distributed more than 120 million books and educational resources throughout Canada and the United States.

Excelovate is dedicated to celebrating diversity through the publication of books, mobile apps and personal coaching. The Black Arts & Innovative Expo aims to engage young people in the arts and technology to establish connections, build relationships and expand their minds to the many opportunities that are possible.

The city is proud of organizations that are committed to making a difference. I thank everyone at First Book Canada and Excelovate for their dedication to enriching young minds and promoting the well-being of our communities.

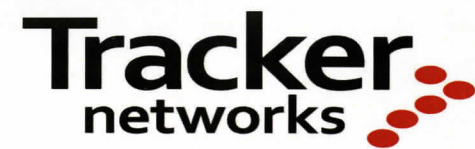
On behalf of Toronto City Council, please accept my best wishes for an informative and enjoyable expo.

Yours truly,

Mayor John Tory
City of Toronto

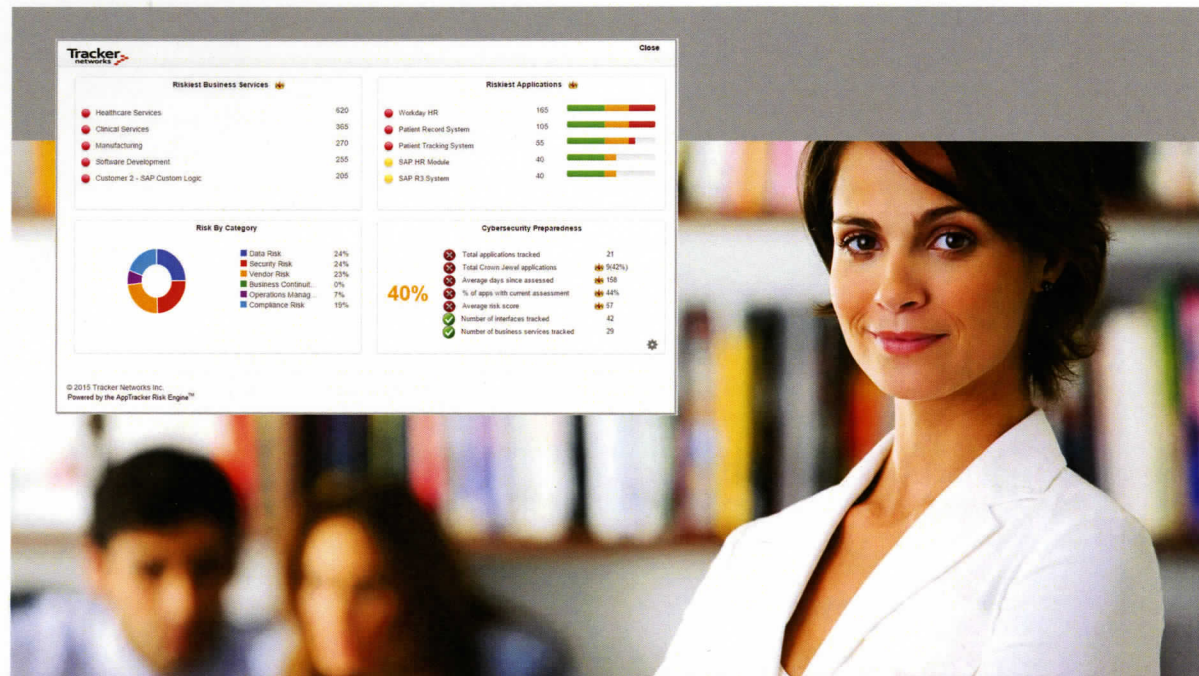
OFFICE OF THE MAYOR
100 QUEEN STREET WEST, TORONTO, ONTARIO M5H 2N2





Cybersecurity Preparedness

Protect Your Crown Jewels



Know your crown jewel data



Uncover and manage untracked risks



Recover faster from cyber attacks

The AppTracker Risk Engine™ from Tracker Networks draws visual maps that highlight your organization's crown jewel data, along with the systems that use it and the cybersecurity risks they face – so you can close gaps before breaches occur and recover faster to limit the damage when you do get attacked.

IT risk management made easy. Call us today at 416.446.0758.

www.trackernetworks.com

MESSAGE FROM EXCELOVATE

Welcome to #BAIE2017!

've often heard the phrase "third time's a charm!" At Excelovate, we hope this saying is true as we find ourselves co-hosting the 3rd annual Black Arts & Innovation Expo.

When we started this journey, our mission seemed challenging yet achievable... help people and enrich lives. Today, we remain laser-focused on creating new pathways and opportunities for those who need it most. The #1 question we are frequently asked is why? Why is this event so important to Excelovate and First Book Canada.

Our answer is simple. We strongly believe there are two key factors that help level the playing field for Canadians:

- Education:** Access to learning through a variety of channels enables Canadians to adapt in any situation. *Our focus on removing barriers is very deliberate.*
- Supportive Networks:** No one is doing "it" on their own. Establishing a multi-layered network of peers, mentors, leaders and coaches helps strengthen both resolve... and results. *Our focus on connecting diverse people is very intentional.*

We are immensely dedicated to transforming lives. We know without a doubt, there is tremendous value derived when people from diverse backgrounds share space, thoughts, and aspirations.

As we reflect on the impact of the Black Arts & Innovation Expo, we tip our hats to the 51 people who found employment based on connections made at BAIE. In partnership with our sponsors, we award scholarships to students in need. These scholarships have eased the financial burden for 11 incredibly bright students that were bold enough to ask for help. We can proudly report, 3 of our scholarship recipients have graduated from university. The remaining 8 are working hard to complete their post-secondary studies.

From an entrepreneurial standpoint, our 2016 winner of the Lion's Lair Competition, Aisha Addo launched her ground breaking ride-sharing service, DRIVEher that caters exclusively to women. Her business is regularly featured across North American news outlets and Aisha is widely recognized as an innovative, game-changing Canadian CEO — well done Aisha!

We hope #BAIE2017, our third time around, truly is a charm that delivers value for community members in ways we never thought possible. A special thanks to the BAIE2017 Planning Team, First Book Canada, exhibitors, innovators, sponsors, artists, suppliers, supporters and the awesome professionals at our new venue, York Mills Gallery. Collectively, we are changing the narrative by working together to break down barriers and truly unite as a nation.

Wishing everyone a lifetime of enlightenment, empowerment and opportunity.

Claudette McGowan
Chief Executive Officer



MESSAGE FROM FIRST BOOK CANADA



*"There is a spirit and a need and a man or woman at the beginning of every great human advance.
Every one of these must be right for that particular moment of history, or nothing happens."*

— CORETTA SCOTT KING

First Book Canada is so honoured to be partnered with Excelovate and so many leading corporations, entrepreneurs, philanthropists, artists and innovators to stage this unique event for the third year. First Book Canada is honoured to be the charitable partner again this year and we want to salute the organizing committee for their heroic work putting on this remarkable event in Toronto.

We are very proud of the way this event uniquely celebrates Black History Month with its celebration of the remarkable achievements of young leaders and promoting diversity. The move this year to the beautiful York Mills Gallery signals the growing recognition about how important this fixture is in our calendars and its increasing importance to our community.

First Book Canada provides access to new books for children in need. To date, First Book Canada has distributed more than 5.5 million books and educational resources to programs and schools serving children from low-income families throughout Canada. First Book Canada is transforming the lives of children in need and elevating the quality of education by making new, high-quality books

available on an ongoing basis. We are proud of our past success and even more excited about the future. First Book Canada is uniquely positioned to become a leader in providing digital resources so that children in need don't miss out. The funds raised from this remarkable event help us to provide thousands of brand new books and educational resources to children and young people who often don't have any in their lives.

We want to thank you for your ongoing support of this wonderful occasion and hope you enjoy all aspects of this celebration today. We want to salute Claudette McGowan and Excelovate's amazing leadership in bringing this event to the attention of all Torontonians.

Tom Best
Executive Director



Welcome to the cognitive era.

**A new era of technology.
A new era of business.
A new era of thinking.**

ibm.com/outthink



IBM and its logo and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. See current list at ibm.com/trademark. Other product and service names might be trademarks of IBM or other companies. ©International Business Machines Corp. 2015. P31433



#BAIE2017 EVENT AGENDA

#BAIE2017

Hours of Operation 2:00PM to 9:00PM

- Exhibitor Booths Open from 2:00PM to 9:00PM
- On Stage Events from 6:00PM to 8:45PM

STAGE ACTIVITIES

- 6:00PM** Welcome Remarks by MC – Tashauna Reid
- 6:05PM** Anthems by Savannah Pearl & Patricia Shirley

PANEL DISCUSSION

- 6:10PM** Panel Discussion – Shad, Dalton Higgins, Soteeoh, Donisha Prendergast and That Dude McFly
- 6:55PM** Musical Performance – Devontee
- 7:10PM** Special Presentation by Perdita Felicien

AWARDS & RECOGNITION

- 7:25PM** Lion's Lair Interactive Business Competition – Hosted by 2016 Winner, Aisha Addo
- 7:45PM** Announce Door Prize Winners
- 7:50PM** Award Scholarship Recipients
- 8:00PM** Trailblazer Award Ceremony
- 8:15PM** Cheque Presentation to First Book Canada

#BAIE2017 FINALE

- 8:20PM** Final words from #BAIE2017 Hosts - Claudette McGowan & Tom Best (Silent Auction Closes)
- 8:25PM** Musical Performance – Tonye Aganaba
- 9:00PM** Event Close



FEATURED EXHIBITORS

Special thanks to all the wonderful Black Arts & Innovation Expo exhibitors.

BAIE2017 HOSTS

- Excelovate
- First Book Canada

STEM

- Dr. Juliet Daniel
- Francis Jeffers
- Tech Spark
- Lonotek
- Ashaware
- Lexmark
- Facebook
- Compucom
- Tracker Networks
- Microsoft
- Dell
- IBM
- Compugen
- Bell
- Tek Staff
- Lenovo
- Braincubator
- National Society of Black Engineers (University of Toronto)
- Alabaster Wellness Clinic

AUTHORS

- T.K McLennon
- Joyce Robinson
- Dalton Higgins
- Angelot Ndongmo
- Claudette McGowan
- Tamar Huggins Grant
- Shawn Pendenque
- Dane Swan
- Agnola Charles
- Karlyn Percil-Mercieca
- Barbados 50th Anniversary Committee

VISUAL ARTISTS

- Sarah Terrill
- Tim Hunter
- Ken Daley
- Sandra Brewster
- Khadejah
- Donisha Prendergast
- Nadijah Robinson
- Babely Shade
- Esmaa Mohamoud
- Ted Brathwaite
- Amber Williams King
- Oluseye
- Robert Small



Bell

We are looking for smart, curious and passionate team players.

Apply at bell.ca/careers
Follow us  

Bell your career
just got
better



HOW TO MAKE 2017 YOUR BEST YEAR YET

BY KARLYN PERCIL, ELEPHANT STORYTELLER. SUCCESS COACH. LIFESTYLE SPEAKER

We don't always notice how affected we are by what we see and hear and in some cases the results can lead to toxic stress which can have a negative impact on your body. You deserve everything you've ever dreamed of and you're worth it, so keep making time for #1... that's YOU. Focus on your WHY and what really matters as we continue this new year strong.

I follow thought leaders for a reason. Because I want to lead, not live, but LEAD (**Live & Engage—Authentically, Daily**). I want to feel life—to lead a life of wonderment, joy and most important to do world-class work. Ultimately I want to make this world a better place, much better than the way I found it.

Someone who inspires me right now is Robin Sharma one of the virtual mentors in my Success Planner.

"Leadership is less about the position you hold than the influence you have. It's about doing world-class work, playing at your peak, and leaving people better than you found them. It's about Leading Without a Title." ~ Robin Sharma

Personal mastery is the ultimate key to success. Mental mastery is crucial, it will help you believe in yourself and who you really are. When you master noticing your thoughts and choosing the ones that serve you most, your life will forever change for the better. Practice daily affirmations and choose a daily ritual that you love. Make sure everything you think and do supports the legacy you want to leave behind.

"Self-belief is so incredibly important. Because if you don't believe you can achieve a vision/goal, then you won't even start to do the work needed to achieve that vision/goal."
~ Robin Sharma



karlynpercil.com

I've come up with a list of 10 life lessons that I've learned on my journey to do great things. I hope that this list inspires you to do great things and live more authentically and passionately too.

1. **Enjoy every single bit of life. Take risks and be intentional with everything you do.**
2. **Greatness is attainable—so strive for it. We all have genius within us.**
3. **You can lead without a title. Titles does not equal to greatness, vision, creativity or innovation.**
4. **Pay attention to the little details and do one thing a day that will lead you to your end result.**
5. **Spend time in nature. Watch the sunset and the sunrise. Protect your energy.**
6. **Celebrate the small wins along the way.**
7. **To never stop learning. Challenges are a gift.**
8. **Solitude is a gift. Spend time with yourself and focus on that one thing—the game changer.**
9. **Wake up with the roosters (the 5 a.m. hustle) —this is where you will do your best work.**
10. **Most importantly: Believe in yourself.**



Need Harmony?

Develop Cultural Competence.

Visit us online today

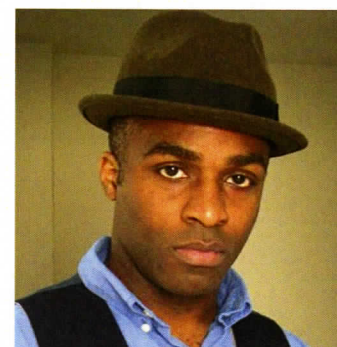
Unconscious bias, employee engagement, retention, global relocation/repatriation or diversity/inclusion worries? Consult with us and get on the path to healthy relationships, respect and results with our valid and reliable approach to cultivating cultural competence.

www.culturiosity.com

FEATURED AUTHORS



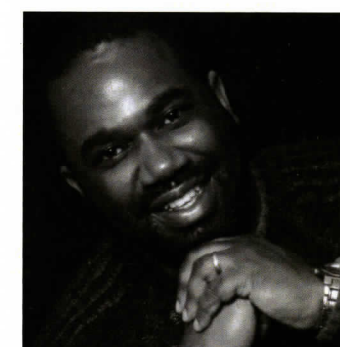
Special thanks to all the wonderful Black Arts & Innovation Expo authors.



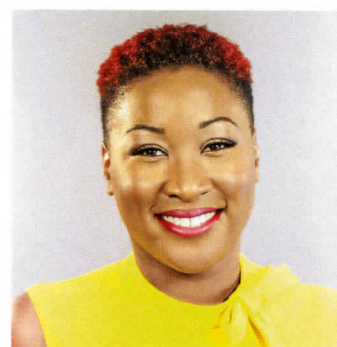
DALTON HIGGINS
Author of Rap N' Roll



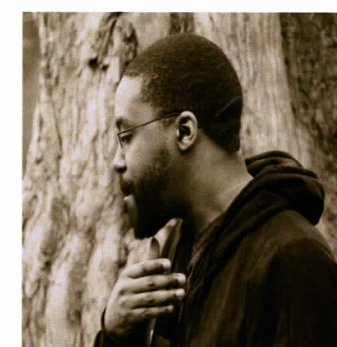
ANGELOT NDONGMO
Author Loving Me Series



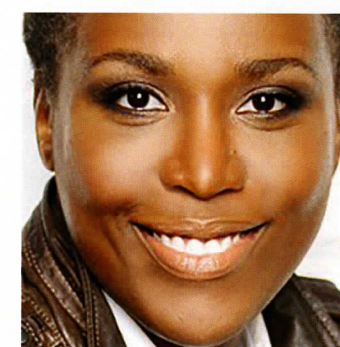
SHAWN PENDENQUE
Author of These Hands



TAMAR HUGGINS GRANT
Author of Bossed Up



DANE SWAN
Author of A Mingus Lullaby



TK MCLENNON
Author of TrailBlasian: Black Women Living in East Asia

FEATURED ARTISTS

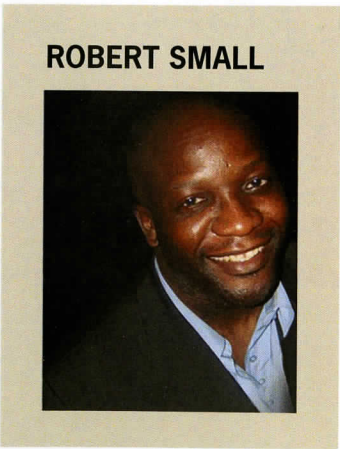
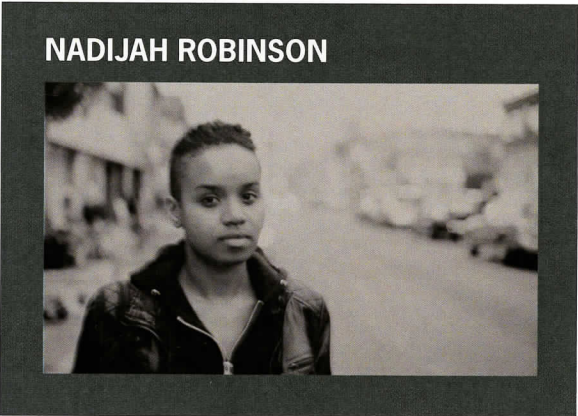


Special thanks to all the amazing Black Arts & Innovation Expo artists.

OLUSEYE



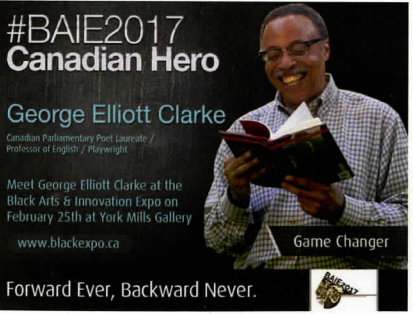
Informed by Yoruba mythology and the geometric form, Oluseye fuses the human, the sculptural, and the traditional in his search for the archetypal balance between the spiritual and physical self. Combining acrylic, charcoal, pastel and steel wire, he embarks on an intersectional exploration of black male identity, existentialism, sexuality and outsider cultures. Inevitably, he stretches the boundaries of traditional Yoruba thought and iconography, placing it within a contemporary milieu that is inclusive of, but not limited to, cultural expression. His practice also includes expansive, photo-based, social installations which are often interactive and serve as an extension of current conversations on race and identity. Informed by popular culture narratives, complicated by ideas of the "other", and executed with an awareness of human-digitized tension, scarcity, and desirability, Oluseye's work is inherently dynamic in its provocation of introspective and communal exploration.

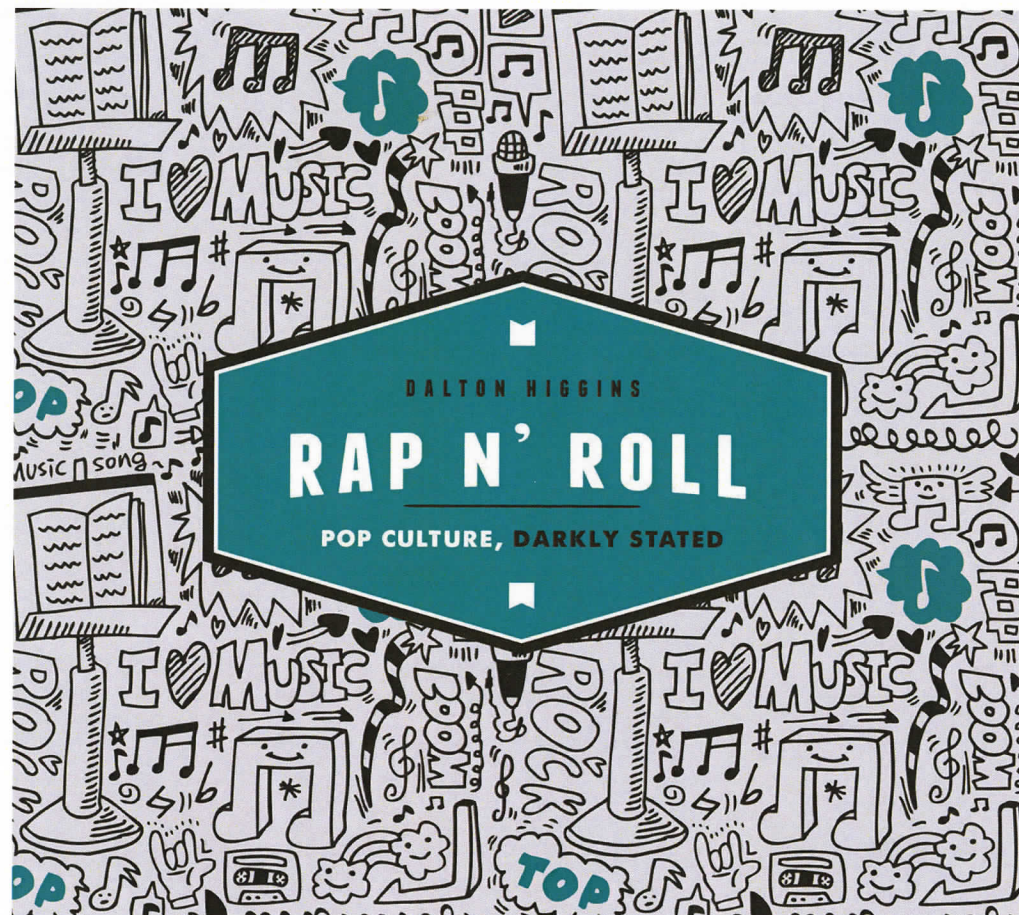


#BAIE2017 CANADIAN HEROES



As they leap over obstacles, scale new heights and redefine standards of excellence, the following 12 pacesetters are modern day heroes. We salute these courageous leaders for raising the bar and providing shining examples for future generations.





Rap N' Roll
The Book - The Movement
@daltonhiggins5

THANKS TO OUR SPONSORS & CAREER FAIR PARTNERS

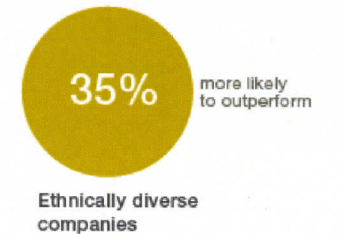
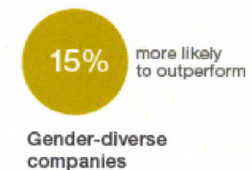
Excelovate and First Book Canada extend a warm thanks to all the Career Fair exhibitors.

These leading organizations understand the importance of diversity in the workplace and recognize that true innovation is achieved when we cast wider, more inclusive nets to address business and operational challenges.

Whether the focus is on cognitive diversity or identity diversity, the results are undeniable — engaging different perspectives and tapping into diverse interpretations truly unlocks creativity and delivers economic and social value.

Diversity's dividend

What's the likelihood that companies in the top quartile for diversity financially outperform those in the bottom quartile?¹

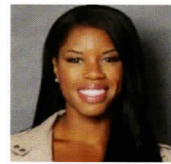


¹Results show likelihood of financial performance above the national industry median. Analysis is based on composite data for all countries in the data set. Results vary by individual country. Source: McKinsey analysis

Kudos to this group of visionary leaders that are “getting it right” when it comes to diversity.



#BAIE2017 TRAILBLAZERS



PERDITA FELICIEN

World Champion/Two-Time Olympian

Perdita Felicien is a two-time Olympian, 10-time National Champion and the only Canadian woman to win a World Championship gold medal in track and field. During her career as a 100-metre hurdler she earned numerous honours, including Canada's *Athlete of the Year*, *Keys to the City of Pickering*, and the *Queen Elizabeth Diamond Jubilee Medal*.

Perdita retired from professional sport in 2013 and is now a sports broadcaster and speaker. She has worked for CHCH News, TSN and been a contributor for Newstalk 1010. In 2016 she was inducted into Athletics Canada's Hall of Fame, and was a part of CBC's broadcast team at the summer Olympic Games, where she covered various sports and co-hosted the closing ceremony. She is host of the CBC Sports podcast "Off Guard."

A long time advocate for healthy living and social responsibility, Perdita is an advocate for Right to Play and The Denise House, the women's shelter in Durham Region that she credits with helping her family get on its feet in the late 1980s. Perdita is writing her first book, *Gold Mettle*, about her experience as a sports figure and first-generation Canadian. It will be published by Doubleday Canada in Spring 2018.



YASMIN WARSAME

Supermodel & Activist

Yasmin Warsame is the epitome of timeless, effortless beauty. Ten years into one of the most remarkable careers in Canadian modelling history, the Somali-born, youngest of 21 children still appears on the most coveted catwalks and in the pages of the most prestigious magazines.

Shortly after signing with Toronto's Next Models, in 2003, she was walking the runways at New York's fashion week and shooting Italian Vogue with Steven Miesel. Since then, 5'10" Warsame has been named Fashion Magazine's Most Alluring Canadian and appeared in prestigious campaigns for the likes of L'Oréal, Revlon and MAC internationally, as well as mentoring a national audience of aspiring mannequins on Canada's Next Top Model.

Fashion show highlights include Chanel, Dolce & Gabbana, McQueen, Valentino, Gucci, Christian Dior, Hermes, DSquared, Givenchy, Jean Paul Gaultier

Editorials include American, Spanish, Italian, French Vogues, Allure, Elle France, Interview Russia, Elle Canada, Flare, Fashion, YYZ, Marie Claire France and Italy.

Also known for her humanitarian work, Warsame has been heavily involved in projects like The African Future and the Somali Youth Coalition in Canada. Her profile in support of the developing world is so well regarded that Bono and Bob Geldof featured Warsame in their special, guest-edited Africa issue of the Globe & Mail.



FRANCIS JEFFERS

Retired Biochemist & Active Science Promoter

Francis Jeffers is a native of Dominica, and has lived in Canada for over 44 years. Mr. Jeffers is retired Biochemist and an Active Science Promoter; he is the *Founder of Visions of Science Network for Learning (VoSNL)*, a not-for-profit organization in Ontario that aims, through the promotion of science, technology, engineering and mathematics (STEM), to advance the educational achievements and career aspirations of marginalized and under-represented youth, particularly those of African-Canadian descent. He is Curator of the Canadian Multicultural Inventors Museum (CIMM), a federally registered non-profit organization based in Toronto; CIMM's mandate is to educate the public, and increase awareness, understanding and appreciation of inventions by individuals from the diverse and multicultural communities that make up Canada.

WHERE IS SHE NOW? #BAIE2016 LION'S LAIR WINNER

THE ENTREPRENEURS JOURNEY

– AISHA ADDO

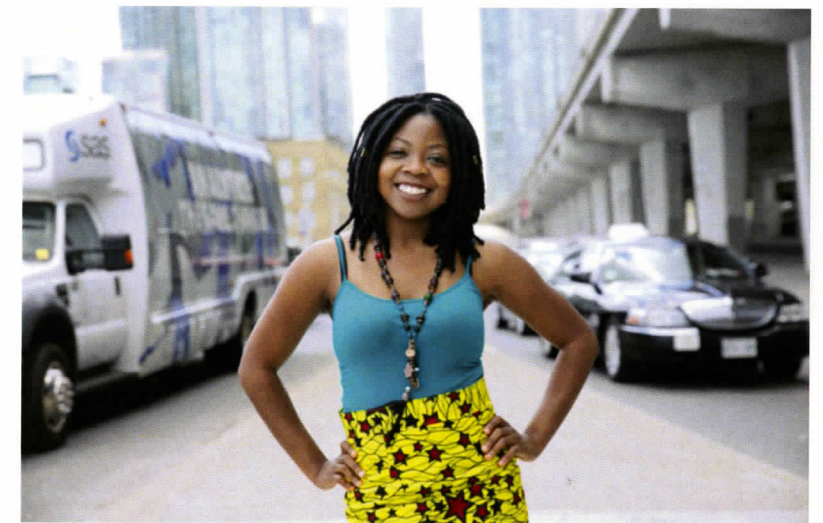
From Lion's Lair to the Front Page of the Metro, CBC and more!

The entrepreneurial journey hasn't been an easy one. Every stage of the journey brings different challenges and opportunities that allow you to learn more about yourself. There are different milestones to be celebrated and for the most part I am grateful I took the leap to apply for the *Lions Lair Competition*. It gave me the push and accountability I needed to put my ideas into motion.

But of course with great ideas comes an even greater responsibility. For me winning Lion's Lair wasn't just about the funds but the community and accountability that came with it. It provided the drive needed to really work on my dream and vision and the opportunity to make *DriveHER* all that it could be and more.

Throughout my journey I have realized that the vision is big enough to change the phase of transportation as we know it for women. It also validated me as an entrepreneur. We have since then gone on to receive various media impression from Toronto's biggest media houses like CBC, Breakfast Television, Toronto Star, Metro, Vice Canada, Flare Magazine among many others. As more people became aware of the venture; the backlash also grew from communities and individuals that felt forgotten and under represented.

After its all said and done the journey continues, and we are in the works to finally launch the service this winter. Throughout this rollercoaster I have learnt that patience and perseverance is the key traits you need to develop in order to



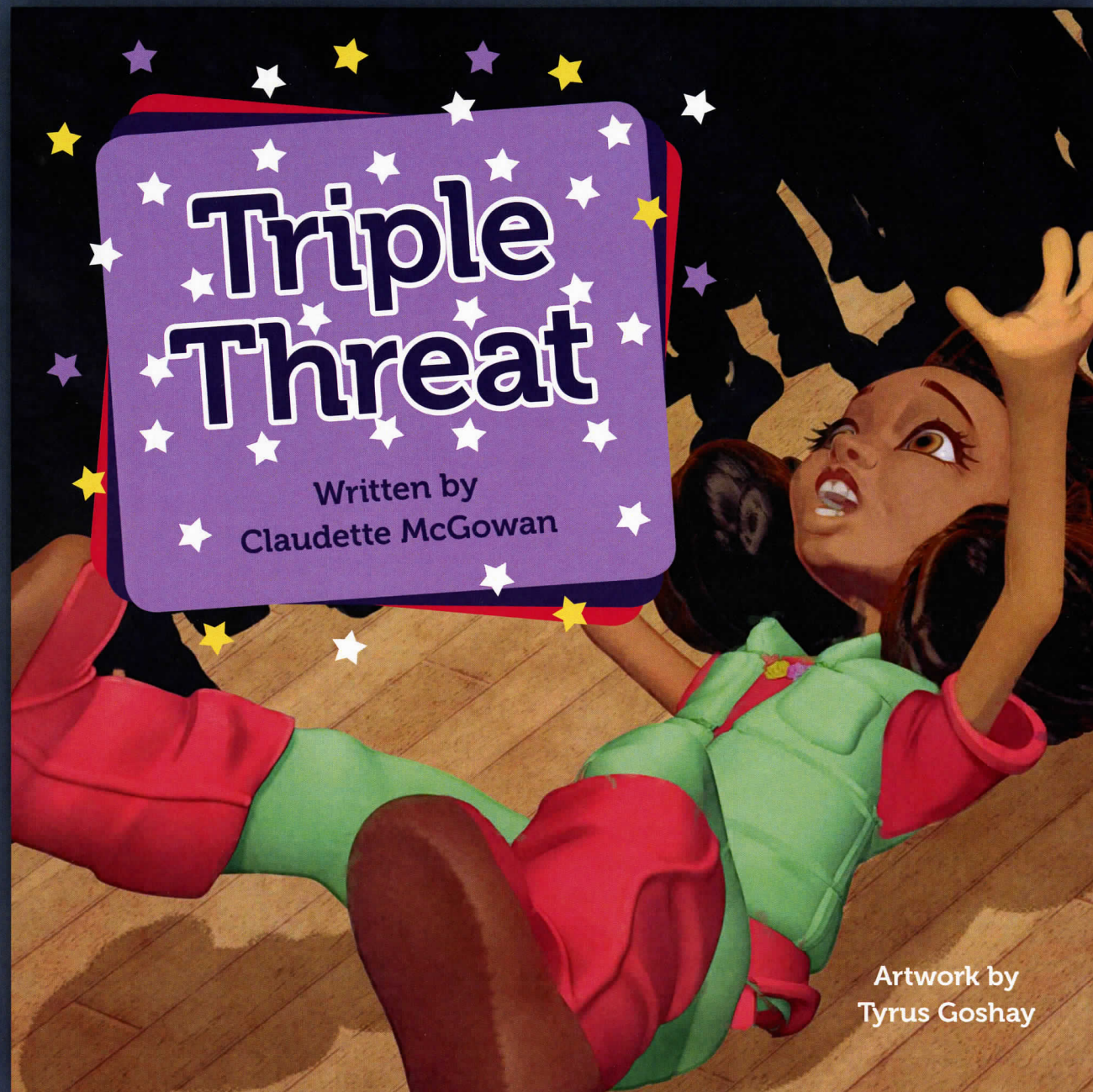
Aisha Addo's new ride-sharing service, *DriveHer*, will cater exclusively to women. The 25-year-old says too many women have been made to feel uncomfortable – or worse – by the "inappropriate" behaviour of some male taxi drivers." – Metro Toronto

make it here on these streets, the journey may be long; but the end always justifies the means. No matter what happens, and how many times you get discouraged, beaten and on the verge of giving up; recognize that this vision is yours for a reason and no one out there will execute it better than you would. There is many more lessons to be learnt but the best part of this journey is the process so Enjoy IT!

TIPS:

- Be patient with yourself
- Practice Self care on a daily basis
- Enjoy the process
- Be Resilient but Open to learning new things
- Get a Mentor and Be a Mentor
- Have Fun

SEPTEMBER 2017 RELEASE



Artwork by
Tyrus Goshay

www.excelovate.com

Excelovate

LION'S LAIR COMPETITION

HOSTED BY – AISHA ADDO

Excelovate is pleased to host the Black Arts & Innovation Expo Lion's Lair Competition. Canadian entrepreneurs are encouraged to submit a business concept application to Excelovate for review. One Entrepreneur will be awarded **\$10,000** for their innovative and creative business concept.

Applications must be submitted before February 21st of each year. Upon review, Excelovate will shortlist to 3–5 entrepreneurs that will be invited to pitch their concept to a live audience at the Black Arts & Innovation Expo in Toronto, Ontario.

Using real-time voting technologies, the live audience will select the Lion's Lair winner. This competition is open to Canadians of all ages.

Thanks to all the courageous entrepreneurs for submitting their innovative and creative business ideas — the sky is truly the limit!



IT'S HER WAY
OR THE HIGHWAY

DriveHer

Download on the
App Store

GET IT ON
Google play

A SAFE, ALTERNATIVE RIDE-SHARE SERVICE
DEDICATED TO WOMEN, BY WOMEN

Want to empower women and girls, and earn extra income?
Drive with us. Sign up today at driveher.ca

THE BASICS OF ONLINE NETIQUETTE



Netiquette is Internet Etiquette — the social code of conduct that guides communication between individuals and organizations on online platforms. Netiquette is an informal set of customs that govern how people treat each other online and what is and isn't acceptable. Whether you use the internet for business, work, pleasure or simple communication, here are the basic standards of courtesy and conduct.

REMEMBER THAT INTERNET USERS ARE REAL PEOPLE.

When you're communicating through the anonymity of a computer screen, it's easy to say things that can hurt, offend or anger someone. Harsh words, foul language, abuse, insults and irritating jokes can hurt just as much online as they do in person. Your comments will be read by real people, so always be respectful and rational online.

CONSIDER WHAT YOU POST.

Treat everything you do online as public, even personal and informal communication. People can copy, save or share any form of communication, so think carefully before you send or post anything confidential or harmful. Consider how your comments, discussions or even your emails could hurt you or others if they end up in the wrong hands.

KEEP YOUR POSTS SHORT.

Whether you are in a forum, review site or social media page, shorter messages have greater impact. Most people won't take the time to read long, wordy messages online, so make your point in as few words as possible. Even when they're informative, long, rambling posts can be considered rants and can make people block or ignore you.

BE CAREFUL WITH SARCASM AND HUMOR.

Other people can't see your body language or hear your intonation, so they can't always tell when you're joking or being sarcastic. Humor and sarcasm are difficult to interpret online, so be careful how you respond or how you tell a joke. When in doubt, use words, emoticons or abbreviations to make your tone clear and to avoid offending anyone.

TAKE YOUR TIME.

Familiarize yourself with the rules of engagement on any online platform before you post. When you join a forum, discussion group, message board or social media site, read through the discussions carefully before jumping in. Watch how others behave and how the administrators respond. Posts and comments that break the rules are considered rude, disruptive and a breach of Internet etiquette. You won't be welcome if you break the rules or argue about things that are clearly spelled out in the rules or the frequently asked questions section.

While specific rules and customs may change, Netiquette is based on being polite and respecting others online. Now that you know the rules... enjoy surfing the web!

Celebrate those who create

Canada's creators enjoy a remarkable history—and today they inspire a brighter future for everyone. That's why Lexmark is thrilled to support the Black Arts & Innovation Expo and celebrate the next generation of creative minds. Because their contributions can transform communities and companies.



 **Lexmark**
Open the possibilities

SCHOLARSHIP OVERVIEW

Students are encouraged to apply for the \$5000 Excelovate Excellence Award. Up to 20 students will be selected at the Black Arts & Innovation Expo.

The process is as follows:

- 1. Complete the Scholarship Application
- 2. Submit online or in person to the Onsite Assessment Panel
- 3. A panel of 3 Leaders will review, assess and select the 2017 recipients
- 4. Recipients will be announced between 7:00pm – 8:00pm at the Black Arts & Innovation Expo

The Excelovate Excellence Award recognizes passion, promise and persistence. Applicants must demonstrate a commitment to improving their personal circumstance through academic achievement and/or service within the community.

Eligibility

- Be in the final year of high school or registered at a post-secondary institution
- Present a minimum cumulative average of 65%
- Hold Canadian citizenship or permanent resident status
- Actively participate within the community

Excelovate Scholarship Application

Excelovate Excellence Award

Scholarship: Excelovate Excellence Award

Purpose: Recognizing passion, promise and persistence to improve personal circumstance through academic achievement and/or service within the community.

Eligibility

- * Be in the final year of high school or registered at a post-secondary institution
- * Present a minimum cumulative average of 65%
- * Hold Canadian citizenship or permanent resident status

Personal Information

Name: Tom

Date of Birth:

Address:

E-mail Address:

Telephone:

Academics

University:

College:

High School:

Degree to pursue/pursuing

Undergraduate:

Post Graduate:

Other(s):

Excelovate
P.O. Box 34021 | RPO Hollandview # 7 Aurora, Ontario L4G 0G3 | T: 416 619 5309 | info@excelovate.com

Page 1 of 2

Excelovate Scholarship Application

Excelovate Excellence Award

Questions

How have you contributed to the community, through arts and innovation?

How will the \$1,000 scholarship benefit you in achieving your goals and aspirations?

How will your work benefit others in the community?

☐ I certify that the information provided on this application form and in the accompanying documentation is true, accurate and complete.

Signature: Date:

Excelovate
P.O. Box 34021 | RPO Hollandview # 7 Aurora, Ontario L4G 0G3 | T: 416 619 5309 | info@excelovate.com

Page 2 of 2

EIGHT WAYS THAT SOCIAL MEDIA HAS CHANGED OUR WORLD

Social media touches most of our lives in ways we could scarcely have imagined just 20 years ago. It is at once friendly, scary, comforting and invasive. You can love it or hate it, but you'd be hard pressed to leave it. From Facebook to Snapchat, this technology platform is undeniably here. It is an integral part of most of our lives.

1. KEEPING IN TOUCH

We can now exchange messages with long-lost friends and distant relatives. Occasionally we stumble upon the Facebook page of someone we had nearly forgotten but with whom we were once close. Rekindling friendships and even romances via social media is a perk we couldn't have imagined a couple of decades ago.

2. SELFIES

The process of snapping a self-portrait has become so endemic that world leaders are embracing this new form of engagement. Our very own Prime Minister Justin Trudeau is a selfie and social media luminary. His recent comments illustrate how he leverages social media for accessibility:

"The more I can stay connected with people, the less I run the risk that prime ministers run of getting disconnected from the very people you're supposed to serve."

3. DEMISE OF THE COMPLETE SENTENCE

The art of cursive writing has nearly been relegated to the Dark Ages by the onset of Twitter and texting. Space-saving acronyms and abbreviations apparently are less taxing on the thumbs than spelling out whole words. Twitter's 140-character text has become a prime method for succinct communication. These acronyms are not just for teens hoping to hide texts and tweets from their parents — as in POS for "parents over shoulder" — but have made their way into all walks of life.

4. CRIMES AND MISDEMEANORS GO LIVE

For every grandma who is ecstatic about watching the live streaming of her grandson taking his first steps, there is a criminal who wishes that social media had never been invented. Even if surveillance cameras are not on, you can bet that civilians can shoot some pretty damaging video, even from the safety of their own homes, by just holding the phone out of the window.

5. FALLING FOR FAKE NEWS IS EPIC

When the American humorist Mark Twain said that the reports

of his death were exaggerated, he was warning us not to believe everything we read. That goes triple for the Internet, a breeding ground for the phenomenon of fake news. Satirical news sites like The Onion are well known to most people, but their fake stories still go viral, shared by people who are unaware of the source or do not read the whole story before passing it on. Bottom line: don't believe everything you read on the internet.

6. TROLLING, BULLYING AND SHAMING

Internet trolls specialize in picking on people from a distance. With all the wonders of the internet, there is also a dark side where people behave badly by harassing others based on a variety of factors, including but not limited to race, gender or religion. Sadly, social media has become an easy way for cowards to inflict emotional pain on others.

7. HASHTAGS #AREEVERYWHERE

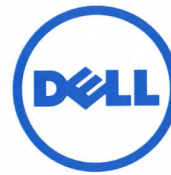
Its real name is "octothorpe," and it is still called the pound sign on telephone answering trees. It is also the "number sign," but in social media it is known as a "hashtag." Its function is to draw attention to or promote a project or event. The writer types the hashtag before the relevant phrase or keyword, and the reader can tap the sign to see more posts on the same subject. Hashtags are used on Facebook, Instagram, Pinterest, Tumblr and Google+. Using one or more hashtags in a post on your chosen social media platform will drive your followers to more detailed or informed discourses on your chosen subject.

8. FUNDING FROM STRANGERS

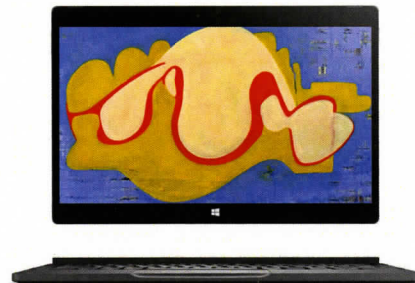
In the midst of the bullying and shaming, social media has created a brave and wonderful new phenomenon: strangers helping one another. People give a few dollars to someone whose dog needs an operation, or to a kid who has no money for college. Kind folks fund trips to the Holy Land, and give monetary gifts great and small to budding filmmakers, artists and authors. Social media has played an admirable part in returning patronage to the arts and charity to the world.

Whether you like it or not, social media has a great impact upon society. You can choose to tweet or simply retreat. You can reach out to old friends on Facebook or keep sending your Holiday card by mail. You don't have to take selfies or use hashtags, but you should be aware that social media isn't going anywhere. It is changing our lives and will most certainly continue to evolve over time.





Claudio Chazling on the XPS 13



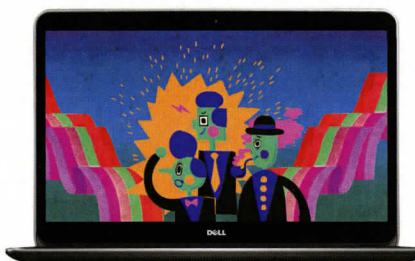
Fran Shalom on the XPS 12 2-in-1



Tansila Schubert on the XPS 13



M.K. on the XPS 12 2-in-1



Tansila Schubert on the XPS 13



Fran Shalom on the XPS 12 2-in-1

Find your brilliance

Introducing the new space to showcase inspiration of all kinds. With greater detail, sharper resolution and a brighter, broader color spectrum. The Dell XPS laptop with an Intel® Core™ processor, Windows 10 and stunning displays.



The new XPS 13.
Starting at \$1,249⁹⁹

Learn More at Dell.ca.

Trademarks/copyright notices: Intel, the Intel Logo, Intel Inside, Intel Core, and Core Inside are trademarks of Intel Corporation in the U.S. and/or other countries. Dell, the Dell logo and XPS are registered trademarks of Dell Inc. © 2016 Dell Inc. All rights reserved.

Panel Discussion: TECHNOLOGY, ENTREPRENEURIALISM & YOUTH CULTURE

– How to navigate, create opportunities and generate income using social media

CO-HOSTED BY –
SHAD & DALTON HIGGINS

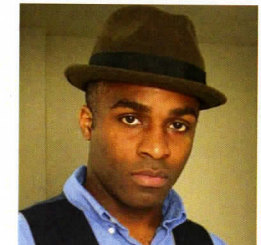
There is a massive shift occurring right before our eyes. Technology is in our bedrooms, kitchens and cars. Many people are making a tonne of money or achieving fame on the internet — without ever leaving the house. For some, this is the rise of Youth Culture and the road ahead seems exciting. For others, there is a feeling that all this change is too fast, too complex and too disruptive.

Join Shad and Dalton for a moderated discussion with 3 'Movers and Shakers' that are taking the world by storm and thriving in the Social Age!



SHAD

Shadrach Kabango is a critically-acclaimed Canadian hip-hop artist and broadcaster. Born in Kenya to Rwandan parents, Shad was raised in London, Ontario. He holds a business degree from Wilfrid Laurier University and a master's degree in liberal studies from Simon Fraser University. He self-financed his first album in 2005, and went on to release four more albums between 2008 and 2013. Winning a Juno in 2011, he was most recently the host of CBC Radio One's arts program q.



DALTON HIGGINS

Dalton is Canada's foremost expert on hip hop culture. As a PR Strategist, author and award-winning journalist, Dalton's unique brand of commentary is highly sought after by major news media including CTV, CBC, CityTV, MTV Canada, NPR, Globe & Mail and Toronto Life. Dalton has produced multiple mega concerts and festivals for Toronto's Harbourfront Centre and he is the Artistic Director for the Black Arts & Innovation Expo.

PANELIST – DONISHA PRENDERGAST



Filmmaker, Human Rights Activist, Poet
(Granddaughter of Bob & Rita Marley)

"In the rapture of creation, we discover the essence of life. Be a part of the higher vibration."

PANELIST – THAT DUDE MCFLY



Actor, Comedian, YouTuber

"There's always a way to make money doing what you love."

PANELIST – SoTeeOh



Photographer & Prolific Instagrammer

"With creativity there are no bounds. There's no rules... to any of it."



FEATURED INNOVATORS

TECH SPARK

Tech Spark is a youth tech and design school under the DRIVEN Accelerator Group Inc. umbrella.

More than 80% of technology used in everyday life are consumed by women and people of colour, and less than 1% of that group are behind the creation of that same technology.

With the help of the Ontario Trillium Foundation and Access Alliance, Tech Spark launched in June 2015 as Canada's first digital tech program connecting youth from underserved communities to meaningful education and career opportunities.

Website: techspark.ca



NATIONAL SOCIETY OF BLACK ENGINEERS

With more than 23,000 members worldwide, the National Society of Black Engineers (NSBE), founded in 1975, is the largest student-managed organization in the world. Every university or college NSBE chapter has the same mission: *To increase the number of culturally responsible Black engineers who excel academically, succeed professionally and positively impact the community.*

NSBE U of T: Founded in 1999, NSBE University of Toronto (NSBE U of T) is the largest chapter in Toronto.

NSBE U of T Objectives:

- Stimulate and develop programs that increase minority participation in the field of engineering
- Increase the number of students studying engineering and applied science at both the undergraduate and graduate levels
- Provide networking and other progressive social activities.
- Promote the professional development and academic achievement of our members

LONOTEK

Launched by 13 year old St. Andrew's College student, Marcus Xavier in 2015, Lonotek is a technology services organization focused on assisting people who don't have online access or prefer to operate offline as a personal choice.

Website: lonotek.com



ASHAWARE

Ashaware is a line of Afrocentric Educational Software that promotes knowledge and understanding as well as increase motivation, self-esteem, reading and numeracy skills. The Ashaware software provides current, historical, trustworthy, engaging and interactive instructional material that includes multimedia content, games, exercises, tests and activities.

Website: ashaware.com



FRANCIS JEFFERS

Curator, International African Inventors Museum (IAIM)

The International African Inventors Museum promotes positive images and self-esteem in children and adults and teaches people of all nationalities about the contributions that Africans throughout the world have given to society. It is a mobile museum, which travels nationally and internationally to inform in a visual display.

Website: iaimuseum.org



International African Inventors Museum

BRAINCUBATOR

Braincubator is a technology education company based out of Toronto, ON. Their goal is to connect students with educators who have the specific, technical knowledge they will need to succeed in the ever increasingly complex workplace. By focusing on face-to-face instruction, Braincubator has positioned themselves to fill the growing gap between the vast amount of technical expertise required in the workplace, and the limited opportunities for meaningfully gaining this expertise currently available in the Greater Toronto Area. Their primary offerings are inquiry-based workshops, delivered on a one-off basis, or as more protracted courses which delve more deeply into various topics in Science, Technology, Engineering, and Math (STEM). To facilitate the delivery of these workshops, manage client relationships, and streamline various business operations, Braincubator develops in-house a variety of proprietary web-based applications.

Website: braincubator.ca

Working with Companies to Further Innovation Through Technology



Excellence in operations:
Gold Level



Global Service
Leadership award.



Promoting Second Life
for technology



Business Excellence for
Sustainability



CRN names Compugen President
Harry Zarek Executive of the year.



Green4Good recognized for
contributions to clean capitalism

Compugen is proud to support the Black Arts & Innovation Expo

www.compugen.com



Simplifying the business of technology ... together



EVERY SUCCESSFUL PERSON HAS ONE OF THESE

I want you to think about your favourite sporting team and how they perform. Now envision how well they would do if they played **without** a coach.

Would the team play better? Would all team members be on the same page? Many people would agree, the role of a coach is essential to the team's success.

So if coaches help teams to organize and achieve success, imagine if coaches were available to individuals for personal coaching — the possibilities would be endless. At this point, you may be wondering, what EXACTLY does a Personal Coach “do” and how can he/she help?

A Personal Coach is not a therapist, counselor or consultant. A Personal Coach is a motivator and accountability partner. There are many reasons why you may consider investing in a Personal Coach. Most people engage a coach when faced with life-changing events or decisions. These events can include graduation, getting a new job, retirement or being fired. Other popular motives relate to matters involving marital status, health or finances. At some point, you may decide you need “something more” to help you develop a strategy for your life.

A Personal Coach serves as your confidential sounding board and accountability partner. A great coach does not tell you what direction to take. A coach is there to help

guide you in discovery so you can identify the most optimal direction based on your needs. Your coach will assist you with empowerment tactics as you work collaboratively to unlock your full potential.

Coaches can help you develop strategies that target specific areas or all aspects of your life, including personal and professional. Some coaches choose to focus on a particular type of coaching, specializing in executive, corporate, health, creative or relationship services.

There are coaches for every reason and season. The moment you decide to partner with a Personal Coach, you will find yourself steps away from a relationship that will ultimately help you achieve your grandest goals and desires.

If you're in search of a confidential accountability partner that will **work with you** to transform your dreams into action and results, register with Excelovate to connect with a Certified Personal Coach.

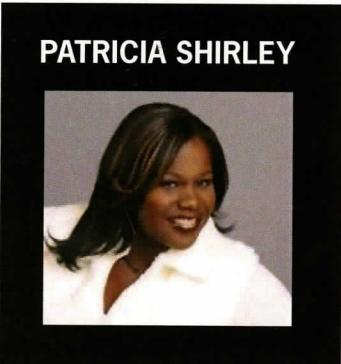
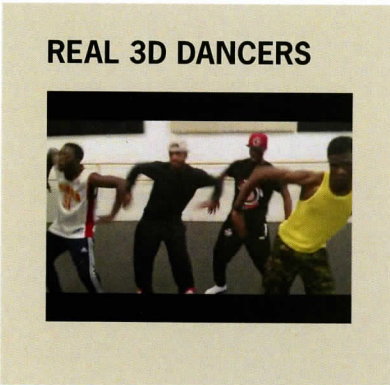
Coaching will accelerate your journey to excellence.

excelovate.com



FEATURED PERFORMERS

Get ready for a collection of exhilarating performances from this fascinating group of artistic genius.



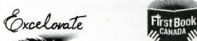
MASTER OF CEREMONIES: TASHAUNA REID

Tashauna Reid has been working behind the scenes and in front of the camera at CBC News since 2009. Her latest assignment is Breaking News Reporter for the flagship morning show, **CBC**

News: Morning Live. Prior to that, Tashauna worked as an Arts and Entertainment Reporter for **CBC News Network**, covering the red carpets of the Toronto International Film Festival to Canada's Walk of Fame.

Between 2012 and 2014, Tashauna worked as a local reporter in regional newsrooms across the country in Toronto, Edmonton and Fredericton, covering a range of topics from municipal elections, weather and crime. Tashauna started her career at **CBC's The National** as an Associate Producer in 2009. She worked behind the scenes on some of the biggest stories of the past decade from the global financial crisis, the Haiti Earthquake and the 2011 Federal Election. She worked as a producer with Rex Murphy for his weekly segment **Point of View** and on TV specials like **Backstory 2014**.

Tashauna is a 2009 Joan Donaldson Scholar. She graduated from Ryerson University with a bachelor's degree in Journalism. She was born in St. Elizabeth, Jamaica, and was raised in St. Catharines and Oakville, Ontari





 Microsoft

SILENT AUCTION



Please don't miss the opportunity to bid on these luxurious items at the one-of-a-kind #BAIE2017 Silent Auction. The auction closes at 8:30pm and winners can pick up their items at the close of the show.

ITEMS INCLUDE:

- Tiffany Necklace
- Rolex Men's Watch
- Rolex Women's Watch
- Microsoft Surface
- Romantic Getaway Gift Basket
- Technology Mega Gift Basket
- iPod Touch
- iPad Pro & Apple Pencil
- Louis Vuitton Purses
- Tablet
- Laptops
- Lunch with Claudette McGowan & Tom Best
- PS4
- Artwork by BAIE Exhibitors
- Penguin Random House Gift Basket of Books



Penguin
Random
House



BLACK ARTS & INNOVATION EXPO

CompuCom Cares

We're committed to key causes that are important to our clients, associates and communities.

That's why we're proud to join Excelovate and First Book Canada in supporting the 2017 Black Arts & Innovation Expo.

Congratulations to everyone involved for making a difference from your friends at CompuCom.



CompuCom®

THANK YOU FOR JOINING US TO CELEBRATE THE MANY SHINING EXAMPLES OF EXCELLENCE IN OUR COMMUNITY.

We leave you with five memorable quotes from five remarkable Canadian thought-leaders.

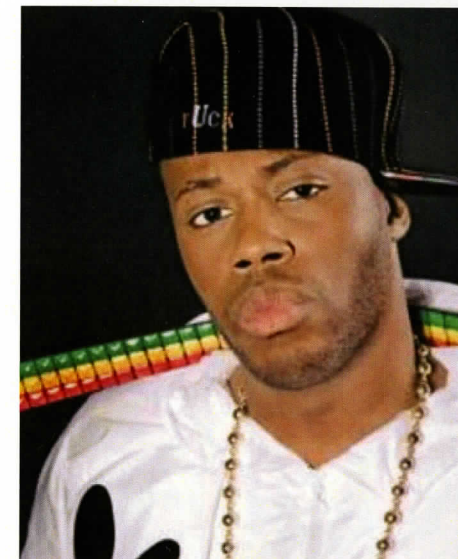
"We must pass through the barriers of language and race, of geography and religion, of custom and tradition and we must build on a common foundation."

~Vincent Massey - 18th Governor General of Canada



Think about everything that you hear, feel everything that you see, love everything that is worthy of love.

— Kardinal Offishall —



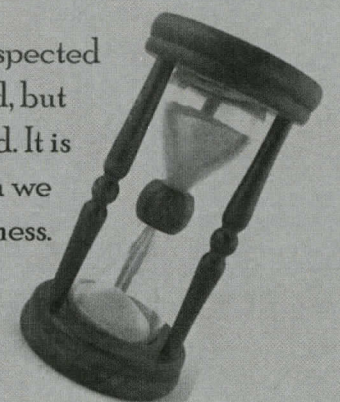
Our mindset provides the foundation to build a vision... and our execution is the muscle that brings our dreams to life.

~ Claudette McGowan, CEO - Excelovate

We have more power collectively than we do as individuals.

~ Tom Best, Executive Director - First Book Canada

The past is to be respected and acknowledged, but not to be worshiped. It is our future in which we will find our greatness.



~ Pierre Trudeau - Prime Minister of Canada, 1968-79 and 1980-84

facebook